

Exhibitor Waste-Wise Engagement

Earth Day Houston (EDH) is proud to enable Houstonians and all EDH attendees the opportunity to experience a waste-free event! This waste challenge is a *team effort*. EDH provides the framework, you and volunteers provide the real work, and the attendees learn to understand and then activate the framework.

In 2018, with the help of Recycling Ambassador volunteers, attendees, and exhibitors, we launched our first waste-free event initiative and diverted 70% of waste to recycling, reuse, and composting facilities. In 2019, our goal is a diversion rate of 80% or greater, leading to a zero waste event.

As an exhibitor, you are expected to help us meet this goal by not handing out landfill-bound single-use items and by using recycled and recyclable material.

A second way we will strive to reach the 80% diversion rate is by recycling and composting. We will provide recycling bins and compost bins at the event. We will have the permanent park waste receptacles as backup, but the intention is to avoid using them. All the receptacles will be attended by volunteers, called Recycling Ambassadors, to educate the attendees on the proper choice in real time.

Premiering in 2019, EDH will have an incentive-based program using volunteers to monitor exhibitors' compliance with Waste-wise Engagement. These exhibitors will receive awards such as reduced 2020 registration fees, free 2020 event parking, preferred 2020 exhibitor location.

The key to success is you! Your materials that you introduce to the event are either reusable, recyclable, or compostable. You as an exhibitor will be an integral part of this waste reduction event and the EDH attendees will witness your commitment to the waste challenge!

Material Streams Collected for Recycling at EDH (subject to change):

As mentioned previously, recycling bins and compost bins will be available to you. Below is a full list of materials accepted in each of the bins.

Recycling Bins

- Metals: Aluminum and steel cans, rinsed and drained
- Plastics: #1-5, #7 (no #6), rinsed and drained
- Cardboard and cartons: Cardboard boxes, paperboard (i.e. cracker and cereal boxes) and aseptic cartons (i.e. milk, juice, soup, broth, wine, water)
- Paper: Newspaper, catalogs, magazines, office paper and phone books
- Glass: Green, brown (amber), clear bottles for food or beverages, rinsed and drained

Material Streams Collected for Composting at EDH (subject to change):

- Food and liquids
- Tissue paper, wax paper
- Compostable cutlery
- Compostable plates, paper boats, paper clam shells, napkins, paper towels, Compostable cups and lids, condiment cups
- Wooden toothpicks, stir sticks, chopsticks

Giveaway Items

The purpose of your giveaway item is to promote your organization and make a positive impression on EDH attendees. Giveaway items must be of value to the attendees, resulting in their going home with

the recipient and not being disposed of at the EDH event. Excessive t-shirts, pens, keychains and other plastic products are contradictory to our Earth Day message.

All giveaway items and their packaging must be reusable, recyclable or compostable. (See Material Streams Collected at EDH for details.) Any giveaway items that you will dispose of at the end of the event must be recyclable or compostable or leave the event with you.

We encourage exhibitors to provide giveaways that have one or more of the following sustainable attributes. For more information on sustainable manufacturing, see www.global-standard.org, www.fairtradecertified.org, or www.bluesign.com.

Suggested Materials

- Sustainable Fiber
- Recycled polyester (rPET)
- Certified organic cotton, Fair Trade cotton, Better Cotton Initiative cotton
- Upcycled materials
- Hemp
- Tencel
- Soy
- Coconut

Sustainable Materials (for non-wearables)

- Recycled glass, metal or plastic
- Reclaimed or repurposed items
- Reclaimed wood
- FSC certified wood
- BPA free
- Locally made
- Hand-crafted, made from recycled materials
- Employing local artisans
- Made from local/organic materials

Sustainable Substrates

- Substrates (e.g., note pads, playing cards, signage material) that are environmentally responsible, socially beneficial and economically viable.
- Examples include substrates made from recycled material (at least 30% post consumer), FSC certified paper, and 100% recyclable materials.

Printed Materials: The following guidelines must be adhered to when ordering any printed materials related to the EDH:

- Inks: Plant or water based inks, Low VOC, Heavy metal free
- Paper: Forest Stewardship Council (FSC) certified OR 100% recycled-content paper with at least 30% post-consumer reclaimed content (includes recycled alternative paper sources, such as recycled cotton or other post-consumer waste)
- Double-sided printing to reduce paper consumption and lower costs.

The company, www.greenerprinter.com, may be able to help you meet these requirements.

Signs All signs made for EDH must be:

- Created for reuse at future events

- 100% recyclable, including aluminum, bioboard, paper, paperboard, cardboard and polypropylene.
- Signs made from foamcore, polystyrene, or vinyl CANNOT be disposed of at EDH.

Décor: All decorations must be reusable, recyclable or compostable, unless they will be removed at EDH and reused for other occasions by exhibitors. See Material Streams Collected at EDH for details.

Decorations may include but are not limited to:

- Table cloths
- Floral arrangements
- Displays

Items you wish to dispose of at the end of the event must be recyclable or compostable; otherwise they must leave EDH with you.

Prohibited Items: The following items are not permitted for use at EDH:

- Styrofoam® or polystyrene
- Plastic film and wrapping
- Non-recyclable packaging: NO polystyrene (Styrofoam®), multiple combined material types
- Non-compostable food ware: NO plastic plates, plastic utensils, plastic hot cup lids, polystyrene (Styrofoam®). Recyclable plastic cups are allowed (see above recyclable items)
- Non-recyclable signs unless they will be reused by exhibitor: NO foamcore, polystyrene, vinyl